



# DEVELOPING THE VISION STATEMENT



## WHAT IS A VISION STATEMENT?

A vision statement articulates a future state in the world.

If your vision is met, your organization would have achieved its mission.

It is the organization's North Star.

## IMPORTANCE OF THE VISION STATEMENT

- It serves as a high-level strategic plan for success
- Attract, engage & retain employees
- Identifies and builds organizational culture
- Grounds external stakeholders about your goals



## ELEMENTS TO INCLUDE

- **Future State:** Create a desired world
- **Identity:** It needs to capture your organization's DNA & Values
- **Outcome:** Describe the aspirational outcome that only you can provide. It should be achievable and believable.



## ELEMENTS TO AVOID

- **Generic statements:** If you change the organization's name and another fits, this is your sign
- **Lengthy:** Your vision statement should be brief, one sentence is ideal, two max.
- **Too aspirational:** "We aim to solve world hunger by 2030".



## ALWAYS REMEMBER

- Remember the vision statement supports and grounds the mission statement.
- The mission statement articulates objectives and purpose and vision articulates a future state.



## KEY STAKEHOLDERS

Bring your staff and board together collectively to revisit and revise statements.

Utilize this [Vision Statement Rubric](#) from Morales Consulting to help you!